

Abstract of the Disclosure

- 5           The present invention relates to a multicolored, striped, dentifrice composition comprising:
- 10           a.       a plurality of stripe phases comprising:
1.     at least one first phase that is a translucent or transparent gel phase comprising an effective amount of colorant particles to create a striped appearance in the translucent or transparent gel phase; and
2.     at least one second phase;
- wherein the first phase and the second phase have contrasting colors and wherein all of the phases are rheologically equivalent; and
- 15           b.       a dentifrice dispensing means wherein the phases are in interfacial surface contact with the adjacent phase prior to extrusion from the dispensing means.